

QUIKRETE® RECEIVES MOST INNOVATIVE PRODUCT AWARD

Green Concrete Mix “Attendees’ Choice” at 2010 World of Concrete trade show

ATLANTA (July 14, 2010) – The QUIKRETE® Companies’ Green Concrete Mix was named a Most Innovative Product (MIP) by attendees of this year’s World of Concrete (WOC) trade show held Feb. 2-5 in Las Vegas.

The MIP Award Program is held annually at the WOC trade show and allows attendees and readers of *Concrete Construction*, *Masonry Construction*, *The Concrete Producer* and *Concrete & Masonry Construction Products* the opportunity to select the products they judge to be most innovative. This year’s products were grouped into 11 categories, and QUIKRETE® Green Concrete Mix was selected as the “Attendees’ Choice” in the Construction Supplies category.



The selection comes on the heels of another prestigious award from *Popular Mechanics*. The magazine named QUIKRETE® Green Concrete Mix to its “10 Most Brilliant Products of 2009” as part of its annual Breakthrough Awards celebrating “innovations poised to change the world, and the passionate, smart creators behind them.”

“We are honored and truly appreciative to those who voted for the QUIKRETE® Green Concrete Mix during this year’s MIP awards,” said Dennis Winchester, QUIKRETE® executive vice president. “Green Concrete Mix represents our company’s continued pursuit in formulating innovative concrete products that meet our high quality standards while giving customers a viable alternative for those seeking green building products.”

QUIKRETE® Green Concrete Mix consists of a blended concrete mix containing 50 percent recycled materials, which include recycled aggregates, fly ash (a post-industrial byproduct) and/or slag cements. With the use of recycled materials, Green Concrete Mix diverts material from the waste stream and preserves virgin aggregate resources.

For each 60-pound bag of the material, 0.25 cubic feet of waste are diverted from the landfill volume. The material, per bag, achieves a compressive strength of 3,500 psi (pounds per square inch) in 28 days and meets the performance requirements of ASTM C 387.

Suitable for general concrete work, QUIKRETE® Green Concrete Mix qualifies for points within the Recycled Content and Regional Material classifications as defined through the

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LEED™ Green Building certification. Leadership in Energy and Environmental Design (LEED) is a point rating system devised by the U.S. Green Building Council (USGBC) to evaluate the environmental performance of a building and encourage market transformation towards sustainable design.

Category winners were presented both in print and online in the May issue of *Concrete Construction* and the June issue of *Concrete & Masonry Construction Products*. This year represented the eighth annual MIP Award Program.

About The QUIKRETE® Companies

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured in more than 90 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit www.QUIKRETE.com or call (800) 282-5828.

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